



Meeting Summary

Education Committee

08/28/2014

Time Warner Cable Office

4200 Paramount Parkway

Morrisville, NC

10:00 AM – 12:00 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Margie Fry, Chair	David Dodd	David Lawrence
Jimmy Stewart	Richard Bradford	David Stuckey
Jeff Shipp	Richard Taylor	
Lora Nock	Dave Corn	
Rick Thomas		
<u>Members Absent</u>	<u>Staff Absent</u>	
Laura Sykora	Tina Bone	

1. Chair's Opening Remarks

Margie Fry

Margie welcomed everyone to the meeting. She stated that one of the things we want to accomplish today is a discussion of the topics for the NENA/APCO meeting at Sea Trails.

2. Recap on Movie Trailer Meeting

Richard Taylor

The two companies that handle movie trailers for NC are merging. Richard expressed the concern that their reach was limited. The company suggested that people who go to the movies look on line and they run banners and that the merged company advertises on-line. Richard is considering whether to allow them to make another presentation to the committee and asked for input from the

committee. Richard Taylor also expressed concern that the reach is limited. Rick commented that with apps consumers can bypass the web sites and suggested that movie trailers might not be the best use of the Board's funds. After discussion the committee decided not to pursue movie trailers further.

3. Presentation by Curtis Media

David Lawrence & David Stuckey

A presentation was made by Curtis Media presenting various examples of feature and vignette schedules of advertising on radio. Curtis Media affiliated radio stations cover the entire State of North Carolina. They are suggesting 4-6 months of advertising. Potential charges were presented. The committee discussed how to reach different demographics. Richard introduced the idea of Time Warner channel 14 to perform spots for 911. The committee discussed the idea of connecting the First Responder with the 911 Call Taker and presenting stories that combine both to help the public.

The Board viewed two short public service announcements produced by Star Telephone as an example of what can be done. These will be placed on the Board website and shared with all PSAPs.

4. 911 Board Facebook/Twitter creation/updates

Richard Taylor

The Board is starting to do a twitter account. Tina is working on this. One of the first messages is "Call when you can, text if you can't."

5. Staffing & Retention Class Dates and Updates

David Dodd

David will have to reschedule because of the Managers meeting. This will be a class of best practices for hiring and employee retention.

6. List of Topics for 911 Board News & Updates
Session at APCO-NENA State Conference

David Dodd

David Dodd presented the outline for the News and Update session and asked for comments. Margie asked if staff would take notes during the Q & A period so as not to miss anything. The Chair persons of the committees will make short presentations. The suggestion was made to include from the Grant committee the scoring matrix, how to answer the Grant questions, etc.

7. Update on Manager's Group Creation

Richard Taylor

The Board is starting a PSAP Managers group. The first meeting will be in Raleigh. The tentative dates are October 13 and 14. There will be two sessions. Richard is still putting the details together. After the first meeting, there will be regional meetings (4 regions at 3 meetings per region).

8. Next Meeting

Richard Taylor

Wednesday, November 5, 2014. 10:00 AM to 12:00 PM Location TBD.